

**B.E. (Full Time) DEGREE END SEMESTER EXAMINATIONS, APRIL / MAY 2013**  
**PRINTING TECHNOLOGY BRANCH**  
**SECOND SEMESTER**  
**PT 8201 PRINCIPLES OF PRINTING ENGINEERING AND TECHNOLOGY**  
**(REGULATIONS 2012)**

Time: 3 hr

Max Mark: 100

Answer ALL Questions  
**Part – A (10 x 2 = 20 Mark)**

⑥

1. Define Technology?
2. List the methods used by engineers to predict the performance of their design?
3. What is known as marking up?
4. What are the ways by which dominance be created in a printed job?
5. List out the points to be taken care while designing a banner?
6. What is known as transit advertising?
7. Distinguish between conventional and waterless offset printing technology?
8. Define "mesh count" and "mesh grading" in screen printing?
9. What are the different methods used for securing the folded sheets in print finishing?
10. List out the parts of an adhesive binding machine?

**Part – B (5 x 16 = 80 Mark)**

11. (i) With neat diagram, explain the parts of an offset printing machine (10)  
(ii) With sketches, discuss on the procedure of gravure cylinder preparation using electromechanical process (6)
12. (a) Explain in detail about the purpose, structure and layout of technical writing.  
(or)  
(b) Discuss in detail about the steps in engineering design process with example.
13. (a) (i) What is Creativity? Explain in detail the different steps in creativity? (10)  
(ii) What is balance? Discuss on the types of balance with neat diagram. (6)  
(or)  
(b) (i) How does the printer classify color printing and discuss them in detail (8)  
(ii) Explain the various components of a layout and state the advantages of layout? (8)
14. (a) Discuss briefly about the procedures to be followed while designing a magazine, poster, booklet and newspaper?  
(or)  
(b) What are the different kinds of maps and explain them in detail.
15. (a) (i) Explain the parts of the cutting machine and state its need? (8)  
(ii) Discuss on the relationship between designer, customer and printer? (8)  
(or)  
(b) (i) Discuss on the limitations of various printing processes. (6)  
(ii) Explain briefly the selection and specification of ink and paper used for the production of printed product. (10)